

# Stand out and make an impact

Inspiring and high-quality adult and continuing  
education for the effective development of Finnish  
working life



**We** are the most exciting and influential provider of adult and continuing education services for managers and professionals in Finland.

Our **mission** is to commercialise the university's research-based expertise in adult and continuing education, with an emphasis on innovative solutions that are easy to put into practice.



# Why choose University of Vaasa ExEd?

## Effectiveness

We deliver inspiring and impactful adult and continuing education that provides you with practical tools to operate effectively and efficiently in an ever-changing world of work.

## Expertise

Our practical programmes harness researched university science, theory and academic process to effectively solve everyday management and business challenges.

## Accessibility

We are a service-oriented, flexible and accessible adult and continuing education partner that has made its services easy to choose, tailor, buy and deliver.

# Adult and continuing education based on scientific research

- ▶ The teaching methods and quality of our training courses are strongly based on scientific and theoretical up-to-date research, which supports the achievement of high learning outcomes in training
- ▶ Our training courses always use the latest pedagogical teaching methods to support both individual and group learning outcomes.
- ▶ We always make use of modern digital tools and learning environments that enable multichannel learning and learning outcomes.
- ▶ Our training is based on ethics, transparency and reliability



# Fast learning results with agile and customized programmes

- ▶ A flexible and agile training partner
- ▶ We produce most impactful trainings
- ▶ Our custom solutions are tailor-made training programmes designed to meet the specific needs of our customers
- ▶ The University of Vaasa's up-to-date and modern researched knowledge enables us to continuously renew and expand our training offer for the benefit of our customers.



# MBA Academic Council

## Evidence-Based Results and Quality Assurance

- ▶ To ensure sufficient academic quality and standards ExEd has an MBA Academic Council chaired by Vice- Rector for Education
- ▶ Other members are internal academic experts across the main MBA curricula (module owners)
- ▶ Besides approving the MBA curricula the council advises on continuous improvements to curricula based on for example customer feedback
- ▶ The Council is the main interlock between the schools and the company.



# Offer of Adult and Continuing Education



# Offer of adult and continuing education

eMBAs  
DBAs

Continuing education and  
education export (cMBA, dMBA)  
• open and tailored programmes

Online training & webinars

Events



Programmes  
uniquely  
designed for  
organizations to  
drive business  
impact



ExEd

Vaasan yliopisto  
UNIVERSITY OF VAASA



# Themes - Examples

## Fuel for Thoughts – Energy for Business

- ▶ Management & Leadership
- ▶ Strategy (Business Development, Financial Management)
- ▶ Digital Marketing & Customer Value
- ▶ Sales Management
- ▶ Customer Experience
- ▶ HR Management
- ▶ Social Health Care and Wellbeing
- ▶ Business Law
- ▶ Energy Business
- ▶ Sports Management
- ▶ Risk Management & Security
- ▶ Finance and Insurance
- ▶ Project Management
- ▶ Procurement

97 programmes, 55 new  
programmes available

# eMBA Structure



# Impressive Management Training

- ▶ ExEd eMBA programs educate leaders, managers and experts to understand business, business concepts and models, to be open-minded and to see opportunities for growth and success, and to make good decisions every day in both bigger and smaller issues.



# Core Modules

Core modules 75 ECTS

Strategic Business  
Development

Strategic  
Financial  
Management

Managing in  
Multicultural  
Environment

Managing  
Customer Value  
and Customer  
Experience

Leadership and  
Personal  
Development

eMBA  
Development  
Project



# Stand out and make an impact

Specialisation modules 20-30 ECTS

Executive  
MBA  
specialisation  
tracks 20-30 ECTS  
(two or three  
optional modules)

Sales Management

HR

Risk Management &  
Safety

Finance & Insurance

Social and Health Care

Sports Management &  
Marketing

Energy Business  
Management

Procurement



# EMBA Structure

## Core Modules 75 ECTS

- ▶ Strategic Business Development 10 ects
- ▶ Strategic Financial Management 10 ects
- ▶ Leadership in a Multicultural in the environment 15 ects
- ▶ Customer Value and customer experience Management 10 ects
- ▶ JOKA- Growth as a leader 15 ects
- ▶ MBA Development Work 15 ects

## Specialization Modules 20-30 ECTS:

- ▶ Specialization studies in Sales 20 ects
- ▶ Specialization Studies in Human Resource Management 20 ects
- ▶ Specialization Studies in Sports Management and Marketing 20 ects
- ▶ Specialization Studies in Social and Health Services Management 25 ects
- ▶ Specialization studies in Energy Business 20-30 ects
- ▶ Specialization Studies in Risk Management and Security 20 ects
- ▶ Specialization studies in Finance and Insurance 20-30 ects
- ▶ Future Sustainable Procurement Specialization Studies 20 ects

NEW

# Doctor of Business Administration



# Background

- ▶ The DBA will be an innovative doctoral-level degree program that supports and complements the traditional PhD programs that are running at the business school level
- ▶ The DBA is considered a professional doctorate, and the PhD is an academic doctorate. Both are advanced research degrees that involve conducting original research, analyzing data, and producing important findings.
- ▶ The Vaasa DBA program will start in 2024.





# Our Approach to Learning

- ▶ Selective intake to facilitate a high degree of peer-to-peer interactions and learning within cohorts.
- ▶ Very high faculty support to DBA candidates including the appointment of a supervisory team for each and every student.
- ▶ Face-to-face supervision and technology-enhanced online tutoring throughout the programme from dedicated supervisory teams, including local faculty and experts to support your research journey throughout the programme.



# Programme Structure

	Year 1	Year 2	Year 3	Year 4-6
Academic	Module 1 Innovation & Technology Management	Module 4 Human Resources Management (HRM)	Fieldwork and writing up of the thesis	Submission and examination of the thesis
	Module 2 Entrepreneurship	Module 5 Delivery of Research Proposals		
	Module 3 International Business & Management			
Alumni	From the beginning of the programme, you will have access to exclusive and highly active alumni networks of Vaasa University Business School			

Trainings are those important moments when you can stop and think more deeply about your business.

**Timo Keski-Kasari**

CEO, Juustoportti Ltd.



As a result of the training, I have found my role as a manager more meaningful and effective.

**Janne Järvenpää**

Senior Physician at the Ophthalmology Clinic of Vaasa Central Hospital, Specialist in Ophthalmology, Ophthalmic Surgeon





I wanted to develop  
and deepen  
my knowledge  
in human resources management,  
networking and to advance  
my career.

**Eveliina Ihalainen**

People & Culture Manager,  
Kämp Collection Hotels



I chose Executive Education at the University of Vaasa because I can have good access to the latest research through a local university with a good reputation.

**Teresa Laine-Puhakainen**

KWH Group's lawyer



This training gave me new tools for developing a leadership culture alongside the company's strategy work.

**Tera Heinonen**

CEO, Hartola Golf Oy



# Adult and continuing education to support working life

Executive MBA & Business trainings

**222**

Webinars

**1621**

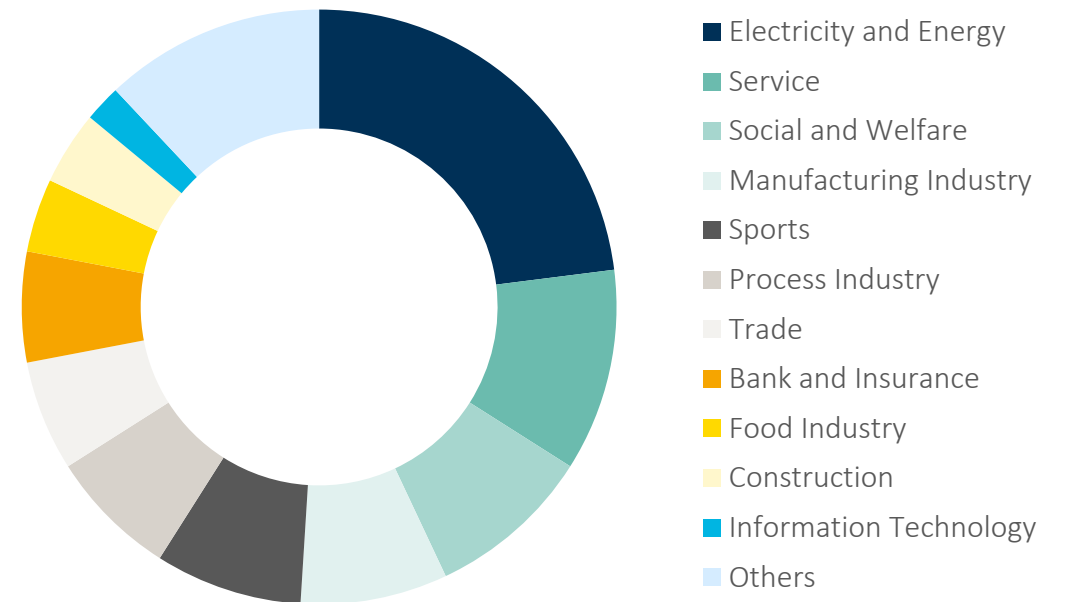
## Customer sectors

Large companies

SMEs

Public organisations

## Customers by industry





# Please contact us!



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# Thank You!

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